

Historic, Archive Document

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Wholesale . . .

DAHLIA

... Price List

FOR 1943

Universal Bulb Corp.

LUDLOW and BRIDGE STREETS

YONKERS, N. Y.

DAHLIAS

A Specially Selected List

of the

Best Cut Flower Varieties

for the

Florist and Commercial Grower.

Carefully tested for productivity, resistance to disease and insects, vigor of growth and keeping qualities.

MRS. JAMES ALBIN, FD. This is a new, deep yellow decorative that has for several years proved to be much superior to other varieties of its color for cutting. The plant is a healthy grower 4 to 5 feet high and blooms freely on long straight stems. The blooms are well formed and have excellent keeping qualities. We recommend this dahlia to all florists and growers as a variety of exceptional merit.

Roots \$2.00 per doz. \$15.00 per 100

Large Flowering

| | Doz. | 100 |
|---|--------|---------|
| BALLEGO'S SURPRISE, SC. Pure white | \$4.00 | \$30.00 |
| BETTY LEE, ID. Apple blossom pink.. | 1.35 | 10.00 |
| BLUE JERSEY, FD. Deep lavender..... | 1.00 | 7.00 |
| CALIF. IDOL, ID. Large deep yellow.... | 2.65 | 20.00 |
| CHALLENGER, SC. Brilliant cardinal.... | 3.25 | 25.00 |
| CHAUTAUQUA SALUTE, FD. | | |
| Pure white | 1.65 | 12.00 |
| CLARA CARDER, ID. Cyclamen pink.... | 1.35 | 10.00 |
| CLASSIC, FD. White shaded orchid..... | 2.40 | 18.00 |
| COMETEER, C. Rich golden bronze..... | 2.65 | 20.00 |
| Edw. RINDFLEISCH, ID. Large scarlet | 1.65 | 12.00 |
| ELISSA LANDI, FD. Clear amber..... | 1.65 | 12.00 |
| ELLA MAY, C. Rich purple..... | 1.65 | 12.00 |
| FOREST FIRE, ID. | | |
| Red and yellow blend..... | 2.00 | 15.00 |
| F. LAROCCHI, IMP. FD. Deep yellow.... | 1.00 | 7.00 |
| FRAU O. BRACHT, C. Primrose yellow | 2.65 | 20.00 |
| GOLDEN ECLIPSE, FD. Golden yellow | .90 | 6.00 |

| | | | |
|-------------------------------------|---------------------------|------|-------|
| JACK ROSE, ID. | Deep rose red..... | 1.00 | 7.00 |
| JAMES KIRBY, ID. | Rich ruby red..... | 1.35 | 10.00 |
| JANE COWL, ID. | Bronze, apricot & gold | .90 | 6.00 |
| JEAN KERR, FD. | Fine florist's white.... | .75 | 4.00 |
| JERSEY BEACON, FD. | Chinese red..... | .90 | 6.00 |
| JERSEY BEAUTY, FD. | Florist's pink.... | .90 | 6.00 |
| JERSEY DAINTY, C. | White shaded pink | 2.00 | 15.00 |
| JERSEY RED BEAUTY, ID. | Deep red.... | 1.35 | 10.00 |
| JERSEY WHITE BEAUTY, FD. | | | |
| | New white | 1.65 | 12.00 |
| KENTUCKY, FD. | Salmon and pink..... | 1.00 | 7.00 |
| KISS ME, SC. | Red & white bi-color..... | .80 | 5.00 |
| LANCELOT, FD. | Deep wine red..... | .90 | 6.00 |
| LE TOREADOR, FD. | Rich carmine..... | .80 | 5.00 |
| LOIS WALCHER, FD. | | | |
| | Purple tipped white | 3.25 | 25.00 |
| MISS ELSIE JANE, SC. | Pink & gold | 2.00 | 15.00 |
| MRS. GEO. LE BOUTILLIER, FD. | | | |
| | Carmine | 1.35 | 10.00 |
| MRS. HERBERT O'CONOR, C. | Rose pink | 2.00 | 15.00 |
| MRS. I. DE VER WARNER, FD. | | | |
| | Lilac rose | .90 | 6.00 |
| MRS. JAMES ALBIN, FD. | | | |
| | Clear deep yellow | 2.00 | 15.00 |
| MYRA HOWARD, ID. | Golden yellow..... | 1.65 | 12.00 |
| NATHAN HALE, FD. | Best florist bronze | .80 | 5.00 |
| OMAR KHAYYAM, FD. | Orange & red.... | 1.10 | 8.00 |
| QUEEN CITY, FD. | Scarlet pink..... | 2.65 | 20.00 |
| ROBERT E. LEE, ID. | Bright scarlet..... | 1.35 | 10.00 |
| ROSALEE, FD. | Fine new pink..... | 1.65 | 12.00 |
| ROYAL PURCHASE, C. | Golden yellow.... | 2.00 | 15.00 |
| RUBY TAYLOR, FD. | Deep carmine..... | 1.65 | 12.00 |
| SON OF SATAN, C. | Large scarlet..... | 4.00 | 30.00 |
| SULTAN OF HILLCREST, FD. | | | |
| | Old gold | 1.65 | 12.00 |
| SUNRAYS, FD. | Buff shaded red | 6.50 | 50.00 |
| WATCHUNG GIANT, ID. | Golden yellow | 1.65 | 12.00 |
| WHITE KING, FD. | Standard white..... | .80 | 5.00 |
| WHITE WONDER, ID. | Large pure white | 1.10 | 8.00 |

FD—Formal Decorative.

SC—Semi-castus.

ID—Informal Decorative.

C—Cactus.

Singles

| | | Doz. | 100 |
|------------------------------|------------------------------|--------|---------|
| CARDINAL, M-2". | | | |
| | Rich red, yellow center..... | \$1.35 | \$10.00 |
| GLORIA, T-3". | Red & white bi-color..... | 1.35 | 10.00 |
| NEWPORT WONDER, M-4". | Soft pink.. | 1.35 | 10.00 |
| PEQUOT YELLOW, T-4". | Deep yellow.... | 2.65 | 20.00 |
| PINK BEAUTY, T-2". | Clearest pink | 1.35 | 10.00 |
| PURITY, T-4". | Pure white..... | 1.65 | 12.00 |
| VIVACIOUS, T-2". | Brilliant orange..... | 1.35 | 10.00 |
| WHITE FLAG, D-2½". | New white..... | 2.00 | 15.00 |

Height of plants: T-tall; M-medium; D-dwarf.

Size of blooms is also given above.

Collarettes

| | Doz. | 100 |
|---|--------|---------|
| ANNABELLE. Clear pink, pink collar.... | \$2.65 | \$20.00 |
| ERICA. Rich maroon, white collar..... | 1.65 | 12.00 |
| FLANDER'S FIELD. | | |
| Scarlet, white collar | 1.65 | 12.00 |
| MISS JULIE. Rich deep wine red..... | 4.00 | 30.00 |
| ORANGE QUEEN. Orange, yellow collar | 1.65 | 12.00 |
| PREAKNESS. Pure white..... | 1.65 | 12.00 |

Orchids

| | Doz. | 100 |
|---|--------|---------|
| BEAVER. Rose, deep rose reverse..... | \$2.00 | \$15.00 |
| RUBY. White, deep rose reverse..... | 2.00 | 15.00 |
| TWINKLE. Rose and white | 2.00 | 15.00 |
| WHISPER. Scarlet and gold..... | 2.00 | 15.00 |

Ball

| | Doz. | 100 |
|---|--------|---------|
| CHARLOTTE CALDWELL. Deep apricot | \$1.65 | \$12.00 |
| KENTUCKY SNOWBALL. Pure white.... | 1.65 | 12.00 |
| MARY HELEN. Deep yellow..... | 1.65 | 12.00 |
| SUPT. AMHRYN. Clear deep pink..... | 1.65 | 12.00 |

Miniatures

| | Doz. | 100 |
|--|--------|---------|
| ANDRIES ORANGE, MSC. | | |
| Clear orange | \$2.00 | \$15.00 |
| BABY SAGAMORE, MFD. | | |
| Golden yellow | 1.65 | 12.00 |
| BISHOP OF LLANDAFF, MP. | | |
| Rich scarlet | 1.10 | 8.00 |
| CORALETTE, MFD. Fine coral pink.... | 1.65 | 12.00 |
| CORINNA, MFD. Clear bright yellow.... | 1.65 | 12.00 |
| DIANA JEAN, MFD. Light yellow..... | 1.65 | 12.00 |
| DUBONNET, MSC. Oxblood red..... | 2.00 | 15.00 |
| JUDY, MFD. Rich burnt orange..... | 3.25 | 25.00 |
| KAY, MP. White, yellow center..... | 1.65 | 12.00 |
| LANNIE, MFD. Clear deep yellow..... | 1.10 | 8.00 |
| LITTLE FIREBALL, MFD. Fiery scarlet | 1.35 | 10.00 |
| LITTLE ROSEATA, MFD. | | |
| Commercial pink | 1.35 | 10.00 |
| McKAY'S PURITY, MFD. Pure white... | 2.65 | 20.00 |
| MISS INNOCENCE, MFD. New white..... | 4.00 | 30.00 |
| PRINCESS ALBA, MFD. | | |
| Commercial white | 1.35 | 10.00 |
| ROSALIE WHITE, MFD. | | |
| Rose and white bi-color..... | 2.00 | 15.00 |
| SNOWSPRITE, MSC. White..... | 1.65 | 12.00 |
| SUFFOLK, MFD. Bright orange..... | 1.10 | 8.00 |
| SYLVIA, MFD. Rich carmine..... | .90 | 6.00 |

MFD—Miniature Formal Decorative.

MSC—Miniature Semi-Cactus.

MP—Miniature Peony.

Pompons

| | Doz. | 100 |
|---|--------|---------|
| BETTY ANNE, E. Soft clear pink..... | \$1.35 | \$10.00 |
| BETTY MALONE, E. White shaded violet..... | 2.65 | 20.00 |
| BRONZE BEAUTY, C. Clear bronze..... | .90 | 6.00 |
| CLOVER, E. Soft pink and white..... | 3.25 | 25.00 |
| CORAL GLOW, C. Pink & gold blend.... | 1.65 | 12.00 |
| EDITH MUELLER, C. Rose, red & gold..... | .90 | 6.00 |
| GERDA, C. Creamy yellow..... | 1.35 | 10.00 |
| GOLDEN QUEEN, C. Rich deep yellow..... | .90 | 6.00 |
| JOHNNY PEPPIN, E. Dark red..... | .90 | 6.00 |
| LITTLE ELK, C. Rich bronze..... | 1.10 | 8.00 |
| LITTLE SNOW WHITE, C. Fine new white..... | 1.65 | 12.00 |
| MARY MUNNS, E. Deep orchid..... | 1.10 | 8.00 |
| MISS ALMA, C. Deep lavender..... | 1.10 | 8.00 |
| MORNING MIST, C. Delicate lavender.... | 1.00 | 7.00 |
| PURPLE GEM, C. Rich royal purple..... | 2.65 | 20.00 |
| RED WARRIOR, C. New bright red..... | 2.65 | 20.00 |
| ROSA WILMOUTH, C. Light rose pink.... | 1.10 | 8.00 |
| SNOWCLAD, C. Pure white..... | 1.10 | 8.00 |
| VIVID, C. Cardinal red | .90 | 6.00 |
| YELLOW GEM, C. Rich yellow..... | .90 | 6.00 |

E—Exhibition, 1½" or less.

C—Commercial, over 1½".

